

IN THE CLAIMS:

Please amend claims 1 and 28 as follows:

1. (Currently Amended) A customer information control system comprising:

one or a plurality of image pick-up elements installed in a store or a facility of [[the]] hospitality ~~industry~~ industries for unnoticeably taking at least one of facial, partial body and whole body images of customers every time the customers come to the store or the facility, and a subsystem for encoding said image and transmitting the encoded image to a server via a wired and/or wireless network line;

at least one input terminal for inputting customer personal information of the customers, said customer personal information including customer preference information regarding orders and customer service used in the store or the facility; and

a subsystem for encoding the input customer personal information and transmitting the encoded information to the server via a wired and/or wireless network line,

wherein said image is compared against existing images by the server to identify whether the customers visited the store or the facility before or to verify identities of the customers so as to retrieve customer personal information of the customers,

if the server determines that the customers visited the store or the facility before, the server transmits via the wired and/or wireless network line to said input terminal said customer preference information to display thereon thereby allowing discussion on preferences of the customers in person during reception or visit.

2. (Previously Presented) A customer information control system according to claim 1, wherein voice information of said customers is included in the server.
3. (Previously Presented) A customer information control system according to claim 1, wherein retrieved image and corresponding customer personal information are transmitted from said server via the wired and/or wireless network line automatically

to the input terminal.

4. (Previously Presented) A customer information search system according to claim 1, wherein said input terminal is a fixed terminal in the store or the facility.
5. (Previously Presented) A customer information search system according to claim 1, wherein said image and said customer personal information in the server is accessible by a third party via the wired and/or wireless network line or via the Internet.
6. (Previously Presented) A customer information control system according to claim 1, wherein said customer personal information includes questionnaire information provided by said customers in questionnaires.
- 7-24. (Cancelled)
25. (Previously Presented) A customer information search system according to claim 4, wherein said fixed terminal is a personal computer.
26. (Previously Presented) A customer information search system according to claim 1, wherein said input terminal is a mobile terminal in the store or the facility.
27. (Previously Presented) A customer information search system according to claim 26, wherein said mobile terminal is a mobile phone.
28. (Currently Amended) A customer information search system according to claim 5, wherein said third party is a public organization [[of]] or a company.
29. (Previously Presented) A customer information search system according to claim 28,

wherein said public organization is the police.

30. (Previously Presented) A customer information search system according to claim 1, wherein said existing images are retrieved by the server via the wired and/or wireless network line or via the Internet.
31. (Previously Presented) A customer information search system according to claim 1, wherein said existing images are retrieved from criminal reports.
32. (Previously Presented) A customer information search system according to claim 1, wherein said image pick-up elements include one camera hidden at an entrance of the store or the facility, a camera embedded in a signing board or a register display.